

# GOOGLE BUSINESS PROFILE: ADVANCED TIPS

Fact Sheet for Businesses

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## **Insights Data from Google Business Profiles**

Insights is the section of Google Business Profiles that provides valuable data and analytics about your business's visibility in search results and Maps as well as user interactions with your information. Data is available in increments of one week, one month, and quarterly.

## Accessing Google Insights Data

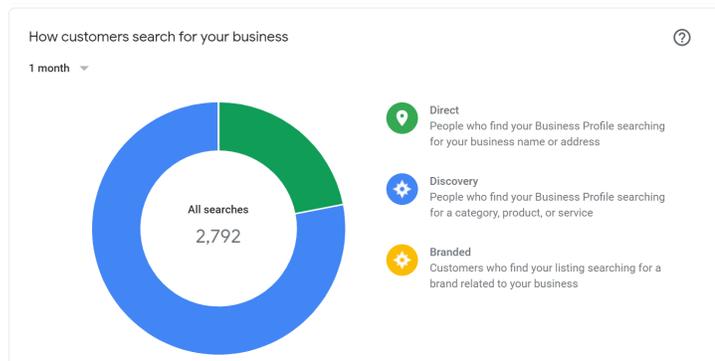
Sign in to your Google Business Profile account. On the left side of the screen, click “Businesses” and select the listing you want to view. Click “Insights” from the menu on the left.

## Reviewing Available Data

There are several sections showing the different ways customers are finding or interacting with your listing.

### How Customers Search for Your Business

This shows the total and percentage of customers that found your listing through either Direct search (by searching for your business name or address) or a Discovery search (searching for a category, product or service that led them to your listing).



### Where Customers Find You on Google

This highlights how many users found you via Google Search or Google Maps. You can see the number of views your listing received in both products for the selected timeframe. You can click on the check boxes to the right to isolate particular information.



## Customer Actions

This indicates what customers did after they found your listing on Google. “Total actions” is the tally of all of the actions that customers took on your listing during that time period. Customer actions are broken down into **visit your website, request directions, or call you**. You can slide your cursor over a specific date to see how many actions took place on a particular day.



- **Direction request** shows where on the map people are requesting directions to your business. The map shows your location pinned and the most popular places where users are asking Google Maps for directions to your business. You may also see the number of requests broken down by city or neighborhood.
- **Phone calls** allows you to see when and how many times customers have called your business from your GBP listing. You can view the trends either by “Day of the week” or “Time of day.”

## Connecting Google Analytics

By connecting Google Analytics to your Google Business Profile, you’ll be able to view your website data in your Google Business Profile dashboard. *The same account has to be used for both Google Analytics and your Google Business Profile.*

Enabling Google Analytics is relatively simple. If you are using the same account for both Google Business Profiles and Google Analytics, and the website property you have listed in Analytics exactly matches the primary website listed on your Google Business Profile listing then Google Analytics will display New visits, Pageviews, and Unique visitors on your Google Business Profile dashboard.